

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for managing a preference, comprising:
receiving a preference over a network associated with an entity during a first transaction with a service, wherein the entity directly identifies the preference during that first transaction where the entity elects an option to save the preference and provides an identifier for the preference that is being saved;
storing the preference in a data store with the identifier and associating with the entity;
identifying a second transaction made by the entity for the service;
installing the preference on a computing device of the entity; and
activating the service, wherein the service automatically uses the preference from the computing device of the entity.
2. (Original) The method of claim 1 wherein the installing further includes creating a cookie within a browser, wherein the cookie includes the preference and the service consumes the cookie to acquire the preference.
3. (Original) The method of claim 1 wherein the receiving further includes identifying the preference as a search query that is processed by the service.
4. (Original) The method of claim 1 wherein the storing further includes storing the preference in an Extensible Markup Language (XML) data format within the data store.
5. (Original) The method of claim 4 wherein the installing further includes installing the preference in an XML format on the computing device.
6. (Original) The method of claim 1 wherein the identifying further includes detecting a login as the second transaction from the entity to the service and performing the installing immediately after the login is successful.

7. (Original) The method of claim 1 wherein the processing of the method acts as a front-end interface to the service.
8. (Currently Amended) A preference managing system implemented in a computer-readable medium, comprising:
 - a data store for housing preferences from entities, where the preferences are accessed in a computer-readable medium by a preference manager;
 - a service that is accessed by the entities; and
 - the a preference manager, implemented in a computer-readable medium as instructions that process on a computer, the preference manager that acquires the preferences from the data store, each preference previously identified by the entities via an interface where the entities elect options to have their preferences saved in the data store with identifiers, and wherein the preference manager records the preferences and associates the preferences with the entities using the identifiers, and wherein the preference manager installs the preferences in locations that are local to the entities and expected by the service to be local to the entities prior to the service initializing itself with the preferences for access by the entities, and wherein once the preferences are processed by the service the entities is placed in a processing state driven by the preferences or presented with a presentation interface that the entities are expecting in response to the preferences.
9. (Original) The preference managing system of claim 8 further comprising browsers that are used by the entities to access the service over the Internet.
10. (Currently Amended) The preference managing system of claim 9 wherein the preferences locations are cookies located in storage locations accessible to the browsers.
11. (Original) The preference managing system of claim 8 wherein the preference manager is automatically invoked when the entities attempt to access the service for a first time during a transaction.

12. (Original) The preference managing system of claim 8 wherein the preference manager is invoked by the service to record the preferences during transactions between the service and the entities.

13. (Original) The preference managing system of claim 8 wherein the preference manager stores the preferences and installs the preferences in Extensible Markup Language (XML) formats.

14. (Original) The preference managing system of claim 8 wherein the entities are at least one of electronic representations of users, electronic representations of applications, and electronic representations of applications.

15-20. (Cancelled).